

*November 19, 1945*

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

SPECIAL ANNOUNCEMENT

FASHION CALENDAR WILL REACH YOU ONE DAY  
LATE NEXT WEEK BECAUSE OF THE THANKS-  
GIVING HOLIDAY (THURSDAY, NOVEMBER 22)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, NOVEMBER 16, 1945</u>			
Just Published	"SALES PROMOTION CALENDAR FOR 1946"	NRDGA (SALES PROMOTION DIV.)	101 WEST 31ST STREET
	Data for advance planning and organizing of a sales program for 1946 for retailers and national advertisers, presenting number of selling days compared with last year; annual operating statistics in promotional planning; ratios of monthly sales for store by departments, etc. Price: \$3.00. Contact: Edward Hoyt, PE. 6-2155, Ext. 7.		
Now Going On-Dec. 10	DISPLAY CONTEST FOR NEW YORK STORES	METROPOLITAN OPERA 147 WEST 39TH ST.	NEW YORK CITY
	A box at the Metropolitan Opera will be awarded to the New York store with a display showing the greatest planning and originality in connection with the first post-war Metropolitan Opera season, which opens Monday evening, Nov. 26. A pair of tickets will be given to each of the next three displays selected by the Metropolitan Opera Association. Photos submitted between now and Dec. 10 must be 8 by 10 inches. Contact: Margaret Carson, PE. 6-1200.		
Friday Nov. 16 3:15 P.M.	"AN OLD-FASHIONED THANKSGIVING"	THE NAMM STORE BROOKLYN	COLONIAL ROOM 3RD FLOOR
	"The first peace-time Thanksgiving since 1941 should have an old-fashioned home-like atmosphere," says The Namm Store, with demonstrations of preparing fowl, candied sweet potatoes, turkey dressing, cranberry sauce, mince pie, etc. Open to public. Publicity: Geraldine Glantz, TR. 5-5700, Ext. 76.		
Beginning Friday Nov. 16	EXHIBITION OF FASHION DRAWINGS	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
	Fashion drawings and layouts, stressing attractive modern presentation of fashion merchandise--in black and white, and color--selected from work of advanced students at Traphagen. Open to public 9 A.M. to 9 P.M. weekdays, Saturday until 5 P.M. Contact: Dorothy Tyroler, CO. 5-2077.		
Friday Nov. 16	TEXTRON FASHION SHOW IN BOSTON	NEW ENGLAND COUNCIL	HOTEL STATLER BOSTON, MASS.
	The 21st Annual New England Conference will feature current and future fashions in trousseau, lounging clothes, and lingerie made by Textron, with Powers and Conover models displaying Textron products, in a presentation called "New Sales Techniques in New England's Oldest Industry." Speakers: John Alden Spooner, vice-pres.; Ace Williams, art director; and Margaret Fuller. By invitation only. Publ.: Margaret Fuller, PE. 6-4341.		

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Cancelled Nov. 19	THE JAMES JOEL & MARGUERITE CHURCHILL LUNCHEON FASHION SHOW AT THE ST. REGIS HOTEL, ORIGINALLY SCHEDULED FOR MON., NOV. 19 HAS BEEN CANCELLED.		
Monday Nov. 19 2:30 P.M. Cocktails	SLIDES & ANALYSES OF FLOWER ARRANGEMENTS Slides of new Blue Ribbon and invitation flower arrangements will be analyzed by Mrs. Jack Beck, vice-president, Federated Garden Clubs of N. Y. State Inc. Open to public. Publicity: Elizabeth Peterson, PL. 3-8651.	HORTICULTURAL SOCIETY OF NEW YORK	598 MADISON AVENUE
Monday Nov. 19 4:00 P.M. Cocktails	PRESS PREVIEW: NEW MILLINERY COLLECTION "Thanksgiving Jubilee"--the first peace-time millinery presentation by Florence Reichman, at an informal cocktail party for the press. Showing of holiday, midseason, and early Spring hats. Press by invitation only. Contact: Marion Hano, PL. 8-1525.	FLORENCE REICHMAN	1 WEST 57TH STREET SALON
Tuesday Nov. 20 9:30 A.M. Breakfast	PRESS PREVIEW: "FASHIONS ON ICE" Russeks Fifth Avenue presents "Mouton Magic"--an exciting showing on ice of skiing and skating costumes, styled by Fashionrite Furs. The skating models--16 girls and 2 men--are from the show "Hats Off To Ice", now playing at the Center Theatre. Press by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060. Russeks Publicity: Grace Faber, WI. 7-1900.	RUSSEKS FIFTH AVENUE (390 FIFTH AVENUE)	ROCKEFELLER CENTER ENGLISH GRILL
Tuesday Nov. 20 10:45 A.M.	SPRING SHOWING FOR TRADE AND PRESS Louise Barnes Gallagher will show her Spring collection to the press and trade, by appointment only. Publicity: Nona James, VO. 5-3440.	LOUISE BARNES GALLAGHER	37 WEST 47TH STREET SHOWROOM
Tuesday Nov. 20 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Preview of opera hair styles--"Diamond Hairdos for the Diamond Horseshoe"--especially designed by Mr. Paul of Charles of the Ritz with Van Cleef and Arpels Diamond jewelry, to herald the opening of the formal winter season. Open to public. Press by invitation. Contact: Eleanor Kairalla, PL. 3-5000 or Evelyn Allen, CI. 6-0200. Ritz Publicity: Marion Morrison, PL. 3-4600.	CHARLES OF THE RITZ; VAN CLEEF & ARPELS	RITZ CARLTON HOTEL -OVAL ROOM
Tuesday Nov. 20 3:00 P.M.	PRESS PREVIEW: RESORT AND SPRING COLLECTION New Resort and Spring fashions by that talented designer Kiviette. Press by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	KIVIETTE	15 WEST 47TH STREET SHOWROOM
Tuesday Nov. 20 4:30 P.M. Cocktails	PRESS PREVIEW: NEW SPRING MILLINERY Mme. Reine will present her advance 1946 millinery collection to the press, by invitation only. Contact: PL. 3-0940.	MME. REINE	4 EAST 57TH STREET SALON
Wednesday Nov. 21 1:00 P.M. Luncheon	XMAS CAROL LUNCHEON FASHION SHOW Russeks presents "A Christmas Carol--fabled furs and dresses for the holly-gathering season", to be shown during luncheon. Open to public. Press by invitation. For reservations, contact "Frank", Sert Room headwaiter, EL. 5-3000. Luncheon a la carte. Russeks Publicity: Grace Faber, WI. 7-1900. Waldorf Publicity: Ted Saucier, EL. 5-3000.	RUSSEKS FIFTH AVENUE (390 FIFTH AVENUE)	WALDORF-ASTORIA SERT ROOM

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Wednesday Nov. 21 7:30 P.M.- 9:30 P.M.	8TH SESSION: FASHION TRAINING COURSE Subject: "Jobs In Public Relations--Working For Others Or Running Your Own Business." Speakers: Adelia Bird Ellis, N.Y. Dress Institute; Eleanor Pollock, Wesley Associates; June Hamilton Rhodes, Bureau of Fashion Trends. Cost of each session: \$2.00. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP INC. (9 ROCKEFELLER PLAZA)	BEEKMAN TOWER 5 MITCHELL PLACE
Thursday Nov. 22 11:45 A.M.	TRADITIONAL PARADE FOR THANKSGIVING For the first time since 1941, Macy's and Bamberger's will resume their traditional Thanksgiving Day parades, with mammoth balloons, floats, etc. Santa Claus, climaxing the parade on the final float, will debark at Macy's and unveil their mechanical Christmas windows. The Macy parade will begin at 110th St. and Central Park West, going to 59th St. and on to Broadway and 34th St. The Bamberger parade will begin at 9:30 A.M. in Newark. Macy Publicity: Nan Higgins, CH. 4-2000. Bamberger Publicity: Mary Grizzard, Market 2-1212.	R. H. MACY & CO.; L. BAMBERGER & CO.	NEW YORK & NEWARK
Nov. 22	THANKSGIVING DAY (Thursday) STORES CLOSED.		
About Nov. 22	NEWSTAND DATE: CHRISTMAS ISSUE Theme: "Gift suggestions--a gay time for our first post-war Christmas." Publicity: Kay Vollers, MU. 3-8910.	CHARM MAGAZINE (122 E. 42ND ST.)	STREET & SMITH PUBLICATIONS
Friday Nov. 23 4:00 P.M.	HOLIDAY CLOTHES FOR TEEN AGE GIRLS Junior Haven fashion show to introduce the new magazine "Junior Bazaar." Open to public. Publicity: Mary Grizzard, Market 2-1212.	L. BAMBERGER & CO. NEWARK, NEW JERSEY	10TH FLOOR RESTAURANT
Friday Nov. 23	SANTA CLAUS IN XMAS TOYLAND	JOHN WANAMAKER (B'WAY & 9TH ST.)	2ND FLOOR
Friday Nov. 23	SANTA CLAUS IN TOY DEPARTMENT In addition to Santa Claus on the 2nd floor, Saks 5th Avenue will also have 25 gift councillors stationed on the 6th floor, to aid Xmas shoppers. They will wear special hats so that they may be recognized. Publicity: Helen Kauper, PL. 3-4000.	SAKS 5TH AVENUE	2ND FLOOR
Friday Nov. 23	SANTA CLAUS ARRIVES Santa Claus will be present on the 5th floor at Bloomingdale's and Xmas toyland will be opened on the 6th floor. Publ.: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S	5TH FLOOR
Friday Nov. 23	SANTA CLAUS IN WINDOW DISPLAY A live Santa Claus climbing down the chimney will once again be the feature of Gimbel's Xmas windows. He will appear every 15 minutes, sing and talk to the children. There will also be another Santa in the toy department, 6th floor. Publicity: Edith Jordan, PE. 6-5100, Ext. 600.	GIMBEL BROS.	WINDOWS AND 6TH FLOOR

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Wednesday Nov. 28 1:00 P.M. Luncheon	PALM BEACH FURS AT LUNCHEON SHOW Furs for resort wear, featuring light, fluffy fur jackets, 3/4 length coats, and other luxurious Palm Beach creations. Open to public. Press by invitation. For reservations, contact "Frank", Sert Room headwaiter, EL. 5-3000. Waldorf Publicity: Ted Saucier, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA SERT ROOM
Wednesday Nov. 28 1:00 P.M. Luncheon	MILLINERY AND FUR FASHION PRESENTATION A dramatic collection of hats and furs in the holiday mood will be shown during luncheon. Open to public. Press by invitation. Publicity: Dorothy Lansing Sperber, PL. 3-2700.	REE LEON (HATS) LEO SPAIN (FURS)	HOTEL PIERRE COTILLION ROOM
Wednesday Nov. 28- Nov. 30 2:00 P.M.	ANNUAL BAZAAR: SILVER ANNIVERSARY Twenty-fifth annual "Ye Olde English Faire" for benefit of Victoria Home for Aged British Men and Women. All kinds of events including Traphagen School's fashion show of bridal costumes from 1854 to the present day; teas; bridge parties; and a dance. Bazaar open to public. Chairman: Mrs. Thomas Morgan. Contact Mrs. Edwin Jones, 386 Forest Ave., S. I.	DAUGHTERS OF BRITISH EMPIRE IN N. Y. STATE	HOTEL BILTMORE GRAND BALLROOM
Wednesday Nov. 28 4:00 P.M.	PRESS PREVIEW: RESORT FASHIONS Fresh silhouettes and lovely colors for the first peacetime resort season will be presented to the press in the Birdcage. By invitation only. Publicity: Alice Johnston, WI. 7-3300.	LORD & TAYLOR	BIRDCAGE 5TH FLOOR
Wednesday Nov. 28 8:30 P.M.	AUTHORS AND ARTISTS VICTORY LOAN RALLY Free tickets for purchasers of Victory Bonds at Abraham & Straus Victory Booth (street floor), for a show given under auspices of Book and Author Victory Bond Committee. Guests: Clifton Fadiman, Kathleen Winsor, John Mason Brown, and John Dickson Carr; also creators of famous cartoons who will demonstrate their work. Victory Bond Tickets from \$25.00 to \$200.00. Coordinator of show: Marjorie van Bronkhorst. Publicity: Janet Stevenson, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	BROOKLYN ACADEMY OF MUSIC
Wednesday Nov. 28- Nov. 29	NINETEENTH ANNUAL MEETING The annual meeting of the Cotton-Textile Institute will consist of 2 general sessions and 5 forums at which industry problems will be analyzed and discussed by specialists. Topics include: "Raw Cotton, Textile Research and Education," the "Customer's Report to the Cotton Textile Industry," "Conditions and Prospects of the World Cotton Textile Industry," and "Textile Design." Open to members and press. Contact: WO. 2-0270.	COTTON-TEXTILE INSTITUTE (320 B'WAY)	WALDORF-ASTORIA JADE ROOM
Dec. 1	ARMY-NAVY FOOTBALL GAME (Saturday)		PHILADELPHIA, PA.
Week of Dec. 3	SHOWING OF SPRING DISPLAY LINES A special meeting of the N. A. D. I. will be held on Dec. 7 and Dec. 8. There will be exhibits of Spring displays and discussion of the June convention which will be held in N. Y.	NATIONAL ASSOCIATION OF DISPLAY INDUSTRIES	HOTEL NEW YORKER

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Tuesday Dec. 4 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Fall and Winter collection of Sada Sacks will be shown during luncheon. Open to public. Press by invitation. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	SADA SACKS, INC. (671 MADISON AVE.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Dec. 4	ADVANCE CALIFORNIA SPRING MILLINERY	CALIFORNIA APPAREL CREATORS	LOS ANGELES CALIFORNIA
Wednesday Dec. 5 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW A showing of Palm Beach fashions as well as dinner and evening clothes for a New York winter. Open to public. Press by invitation. For reservations, contact "Frank", Sert Room Headwaiter, EL. 5-3000. Sydell Publicity: Miss Yates, PL. 8-0892. Waldorf Publicity: Ted Saucier, EL. 5-3000.	SYDELL GOWNS (666 FIFTH AVE.)	WALDORF-ASTORIA SERT ROOM
Wednesday Dec. 5 4:30 P.M.	PRESS PREVIEW: RESORT AND SPRING COLLECTION Varden Petite's Resort and Spring collection, shown to the press by invitation only. Contact: Miss Margo, PE. 6-5460.	VARDEN PETITE	VARDEN, INC. 530 SEVENTH AVENUE
Thursday Dec. 6 1:00 P.M. Luncheon	FASHION ACCESSORIES AT LUNCHEON SHOW A presentation of luxurious accessories by Georg Jensen. Also, children's clothes, and exciting gift suggestions for Christmas. Open to public. Press by invitation. Publicity: Rosemary Sheehan, CI. 7-8060. Plaza Publicity: Bonnie Donahue, PL. 3-1740.	GEORG JENSEN	PLAZA HOTEL PERSIAN ROOM
Thursday Dec. 6 8:00 P.M.	"PAGE ONE OF 1945": BALL & ENTERTAINMENT "Page One Awards" will be presented to 26 people outstanding in the fields of stage, screen, radio, music, letters, and public affairs; also awards to two theatrical productions, one publication; and a posthumous award to War Correspondent Ernie Pyle. "Miss Page One", the most beautiful copy girl on a N. Y. daily newspaper, will be selected by a group of judges headed by Harry Conover. Tickets, \$1.25 to \$5.00, available at 40 East 40th St. between 10:00 A.M. and 6:00 P.M. Publicity: Len Smith, MU. 3-9465.	N. Y. NEWSPAPER GUILD (40 EAST 40TH ST.)	MADISON SQUARE GARDEN 49TH ST. & 8TH AVENUE
Thursday Dec. 6	SCIENTIFIC MEETING FOR MEMBERS The first meeting of the Scientific Section since Spring, 1948, featuring an important scientific program with discussions on matters of technical importance to manufacturers of perfumes, cosmetics, and other toilet preparations. Open to members. Contact: CO. 5-5443.	TOILET GOODS ASSOCIATION, INC.	BILTMORE HOTEL
Tuesday Dec. 11 1:00 P.M. Luncheon	"CHAMPAGNE COTTONS" FOR RESORT AND SUMMER A luncheon fashion show by the Cotton Shop, presenting "Champagne Cottons" designed by Zachary Bogart--for resort wear during the winter and again for summer, 1946. Open to public. Press by invitation. Publicity: Rosemary Sheehan, CI. 7-8060. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	THE COTTON SHOP	RITZ CARLTON HOTEL OVAL ROOM

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Thursday Dec. 13 12:30 P.M. Luncheon	ANNUAL LUNCHEON FOR PRESS AND TRADE  New post-war colors in leather will be shown during this annual luncheon by the Allied Kid Co. Press and Trade strictly by invitation. Publicity: Rhea Nichols, BE. 3-2840.	ALLIED KID COMPANY	HAMPSHIRE HOUSE COTTAGE
Saturday Dec. 15	NEW BOOK: "CALIFORNIA FASHION EXPLORERS"	FASHION GROUP OF LOS ANGELES	WARD RITCHIE PRESS LOS ANGELES, CALIF.
	The members of the Fashion Group of Los Angeles have written a new book, "California Fashion Explorers", which gives the background that brings about such individuality in California fashion designing. Only 5,000 copies available at first printing. Price, \$1.00. Contact: Ward Ritchie Press, 1936 Hyperion Avenue, Los Angeles, California.		
Beginning Tuesday Dec. 18	MILLINERY CONVENTION AND FASHION SHOW  About 100 millinery representatives will meet in the first nationwide effort to unite all factors in the millinery industry and to discuss methods and procedures for "keeping the world fashion spotlight on American milli- nery." This convention and series of consumer fashion shows is unprece- dented in the millinery industry. Scheduled as follows: Dec. 18, at Gulf Stream race track; Dec. 27, at Sea Isle Hotel, at which "Miss Milli- nery, 1946" will be selected during a cocktail hour hat parade by representatives of the trade and invited newspaper fashion editors; Jan. 1, at the Orange Bowl football game, at which "Miss Millinery, 1946" will be crowned--with a hat--in conjunction with the crowning of "Miss Miami, 1946"; and Jan. 7 before the Miami Beach Women's Club. Fashion coordinator for these 4 shows: Maud G. Moody, millinery fashion editor, "Women's Wear Daily". Publicity: Mary Kelly, MU. 2-2603.	MILLINERY FASHION BUREAU MILLINERY STAB. COMM.	MIAMI BEACH FLORIDA
Thursday Dec. 20 9:00 P.M.	VICTORY DEBUTANTE COTILLION AND BALL  About 125 debutantes will have their coming-out parties at the 10th Annual Ball, which is being sponsored by Coty's for the 4th time. This Ball is for debutantes and their families, with all proceeds going to the N.Y. Infirmary for Women and Children. Chairman: Mrs. Edward F. Hutton; Hon. Chairman: Mrs. Frank Vanderlip. Tickets: debutante and escort, \$25.00; reserved table tickets, \$8.50; 1st tier boxes, \$150.00; 2nd tier boxes, \$75.00; servicemen, \$4.00. Contact: Miss Lois Best, MU. 6-6333. Publicity: Eleanor Lambert, PL. 5-8580.	N.Y. INFIRMARY FOR WOMEN AND CHILDREN	WALDORF-ASTORIA GRAND BALLROOM
Dec. 25	CHRISTMAS DAY (Tuesday)		
Tuesday Jan. 15 7:00 P.M. Dinner	SPRING HAT FASHION SHOW AND DINNER  A showing of Spring hat fashion trends will follow dinner. This will be the first large millinery showing since lifting of restrictions on trans- portation. Names of exhibitors will be announced later. Tickets: \$15.00 for dinner (including tax); show only, \$8.50 (mezzanine). For tickets, contact: Millinery Stabilization Commission, CH. 4-6547. Dress: formal or informal. Fashion Press by invitation. Publicity: Mary Kelly, MU. 2-2603.	MILLINERY FASHION BUREAU MILLINERY STAB. COMM.	ASTOR HOTEL GRAND BALLROOM

MUSIC... THEATRES... MOVIES... NIGHT SPOTS

Monday Nov. 19 PREMIERE: "THE LAST CHANCE" (Movie) LOEW'S CRITERION, B'WAY & 45TH STREET A remarkable Swiss film, produced by Lazar Wechsler and released through MGM International Films. Suspense story of escape into Switzerland from German-occupied territories. Publicity: Herbert Crooker, BR. 9-7800.

Tuesday Nov. 20 OPENING: "A SOUND OF HUNTING" LYCEUM THEATRE, 149 WEST 45TH STREET New play by Harry Brown, about 8 American soldiers at Casino and their loyalty to each other. Cast includes Sam Levene, Frank Lovejoy, Carl Frank, and others. Producer: Irving Jacobs. Director: Anthony Brown. Settings: Sam Leve. Publicity: T. Van Dyck, MU. 2-6402.

Tuesday Nov. 20- Dec. 2 ANNUAL ICE FOLLIES, MADISON SQUARE GARDEN, 8TH AVENUE & 49TH STREET The 10th Anniversary Edition of Ice Follies, featuring the Shipstads and Johnson, Evelyn Chandler, Mae Ross, and others. Tickets: \$1.25 to \$4.25. (All seats reserved). Contact: Madison Square Garden, CO. 5-6815.

Wednesday Nov. 21 OPENING: "MARRIAGE IS FOR SINGLE PEOPLE" CORT THEATRE, 138 WEST 48TH ST. New comedy by Stanley Richards, dealing with a portion of New York's cafe society. Cast features Nana Bryant with Gertrude Beach, Joel Marston, Robert Sully, and others. Produced by Ruth Holden and Virginia Kronberg. Setting by Frederick Fox. Publicity: Vince McKnight, BR. 9-1023.

Wednesday Nov. 21 SIBELIUS FESTIVAL, CARNEGIE HALL, 7TH AVE. & 57TH ST. Commemorating the 80th birthday of the Finnish composer, Jan Sibelius, with Karin Branzell, contralto, as soloist. Contact: CI. 7-1350.

Wednesday Nov. 21 PREMIERE: "SARATOGA TRUNK" (Movie) HOLLYWOOD THEATRE, BROADWAY & 51ST ST. Warner Bros. adaptation of Edna Ferber's romantic novel, starring Ingrid Bergman, Gary Cooper, Flora Robson, and others. Producer: Hal Wallis. Director: Sam Wood. Costumes: Leah Rhodes. Publicity: Eve Siegel, CI. 6-1000.

Thursday Nov. 22 OPENING: "THE DAY BEFORE SPRING" NATIONAL THEATRE, 41ST ST. W. OF B'WAY John C. Wilson presents this modern musical comedy, with Irene Manning, Bill Johnson, John Archer, Patricia Marshall, Hugh Laing, and Mary Ellen Moylan. The story of a married woman who goes to her college reunion and falls in love with a former college sweetheart. Book and lyrics by Alan Jay Lerner. Music by Frederick Loewe. Sets by Robert Davison. Costumes by Miles White. Ballets by Antony Tudor. Publicity: Willard Keefe, CI. 6-7492.

Thursday Nov. 22 PREMIERE: "YOLANDA AND THE THIEF" (Movie) CAPITOL THEATRE, B'WAY & 51ST ST. An MGM technicolor musical romance starring Fred Astaire and Lucille Bremer, with Frank Morgan, Mary Nash, and others. Director: Vincent Minnelli. Producer: Arthur Freed. Costumes: Sharaff. Miss Bremer's gowns by Irene. Publicity: Herbert Crooker, BR. 9-7800.

Wednesday Nov. 28 OPENING: "THE MERMAIDS SINGING" EMPIRE THEATRE, 1430 BROADWAY Alfred de Liagre Jr. presents John Van Druten's new play with Walter Abel, Beatrice Pearson, Frieda Inescort, Lois Wilson, and others. Staged by John Van Druten. Settings by Raymond Sovey. Costumes by Elizabeth Arden, Bonwit Teller, Bergdorf Goodman, Saks Fifth Avenue, and Lange, Inc. All hats by Walter Fiorell. Publicity: Jean Dalrymple, MU. 5-3112.